

**Subject:** Fwd: Champion Small Businesses at the 2017 Small Business Awards, May 17

**From:** Miranda Paster <miranda.paster@lacity.org>

**Date:** 05/15/2017 08:52 AM

**To:** lessisters@lycos.com, s ch <serranochilipepper@yahoo.com>, wilmingtongchamber <wilmingtongchamber@wilmington-chamber.com>, "Russell, Mike" <mike@wilshirecenter.com>, Joanne Kumamoto <jkumamoto@aol.com>, Jasmine Ramos <jasmine@fashiondistrict.org>

**CC:** Andrew Thomas <Andrew@thewestwoodvillage.com>

----- Forwarded message -----

From: **Frank Aguirre** <[frank.j.aguirre@lacity.org](mailto:frank.j.aguirre@lacity.org)>

Date: Fri, May 12, 2017 at 4:43 PM

Subject: Champion Small Businesses at the 2017 Small Business Awards, May 17  
To:

The Los Angeles Mayor's Office of Economic Development is happy to support the U.S. Small Business Administration & the Los Angeles Area Chamber of Commerce for the 2017 Small Business Awards and Univision in their POSIBLE LA event. Details Below.

### **Champion Small Businesses at the 2017 Small Business Awards, May 17**

**Date:** May 17, 2017

**Time:** 8:30 AM to 1:30 PM

**Location:** Hilton Los Angeles/Universal City, 555 Universal Hollywood Dr., Universal City, CA 91608

**Keynote Speakers:** Mike Muse, Co-Founder, Muse Recordings

**Panelist:** Freya Estreller, Co-Founder, Coolhaus & Susan Sarich, Founder, SusiCakes

**RSVP: Online registration open until 5/16/2017 - \$70.00**

[http://events.lachamber.com/sbaweb/events/events.asp?&id=76086&wpid=-101&details=True&date=3/20/2017&cale\\_id=7185&newsession=TRUE&sid=814700496](http://events.lachamber.com/sbaweb/events/events.asp?&id=76086&wpid=-101&details=True&date=3/20/2017&cale_id=7185&newsession=TRUE&sid=814700496)

## **POSIBLE LA Entrepreneurship Summit: May 20, 2017**

An Event to Help Launch and Grow Businesses - [www.posibleLA.com](http://www.posibleLA.com)

Posible L.A. is a one-day event that features resources to plan, launch and grow your own business, step by step. This event will be held at the REEF, May 20, 2017, from 9 a.m. to 5 p.m.

**Register: \$25-\$35**

<https://www.eventbrite.com/e/posible-la-tickets-31688692733>

**There will be four zones:**

### **ZONE 1: PLAN IT**

"Ideas are great but they are even better when you land them on paper. Learn how to turn that idea into actionable points."

Plan your product/service

Feasibility Research

Implementation Resources

### **ZONE 2: FINANCE**

"Hear from folks who will assist you in building your mini-empire, expand operations, or simply find funding to bring your business idea to life or grow your business."

Government-backed loans (e.g. SBA)

Venture Capital

Best Practices

Other Finance Options

### **ZONE 3: BUSINESS STRUCTURE**

Legal Steps

Hiring

Taxes

Brick and Mortar or eCommerce

Structure process navigation

### **ZONE 4: LAUNCH AND GROW IT**

Consumer Research

Advertising Strategies (traditional to digital)

Partnerships

Social Media

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Counting my blessings - Sing and be Happy Today!

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**POSIBLE L.A.**  
Entrepreneur Summit 2017  
powered by  univision™

@ The Reef  
**MAY 20**  
9am - 5pm



    
@PosibleLA



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— Attachments: —

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